ABSTRACT OF THE DISCLOSURE

A toothbrush, either manual or powered, including an elongated member with a head at one end and a handle at the other end. The toothbrush is generally aligned along a central longitudinal axis. The head having a brush face including a brush cavity from which a plurality of bristles extend. The bristles being arranged in a plurality of bristle tufts so as to extend generally perpendicular to the central longitudinal axis. The toothbrush also includes a plurality of lateral support members extending upwardly from a base of the brush cavity. The bristles are attached to the toothbrush by an attachment device provided in the brush cavity. The attachment device engages at least one of the tufts and secures the tuft between adjacent lateral support members. The attachment device includes a bottom edge and a top edge. Each of the lateral support members extend to a predetermined height from the base of the brush cavity so as to reach at least the height of the bottom edge of said attachment device in the brush cavity.